

PET PARENTS & FLAVOR

FAST FACTS FROM FONA

We surveyed 525 pet parents across the U.S. to get their thoughts on food, treats, flavor and more for their pets. Humanization of pets is becoming the norm, and we know you look for products that are both nutritional and enjoyable for your pets. When it comes to owners and their furry friends, here are the top insights we are tracking.



TOP CAT TREAT FLAVORS

Chicken, salmon and tuna are rated most desirable

FLAVOR MATTERS

For both cat and dog parents, over 50% find it extremely important that their pet likes the food's flavor

TOP DOG TREAT FLAVORS



Beef, chicken & bacon cheeseburger are rated most desirable



LIKE FAMILY

Humanization of pets is becoming increasingly common, with pet parents today treating their furry friends more like their own children than pets



AROMA ATTRACTS

47% and 60% of cat and dog owners respectively would pay premium for pet food with similar aromas to food that they would consume



SALMON FLAVOR SOARS

56% of cat owners would pay premium for salmon flavored treats vs. a seafood treat

MAKE IT NATURAL

Both cat and dog parents prioritize natural flavor inclusions with 33% and 35% respectively saying they are very important.

PREMIUM PRIME RIB

72% of dog owners would pay premium for prime rib flavored treat products vs. beef treats



Need Details? Let's Talk.



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